

## Auke Bay Corridor Reconnaissance Study Public Involvement Plan

In order for public involvement to be effective, it must begin with clearly defined, project-related goals that focus on the specific issues to be addressed, the particular kinds of input needed and the “public” that needs to be involved. This document describes the goals of our public involvement plan and the implementation.

### Goals:

- Verify the basis for the project
- Establish the legitimacy of our problem solving and decision making process
- Get to know the Potentially Affected Interests (PAI's)
- Identify and understand problems
- Generate alternative solutions
- Articulate and clarify key issues
- Facilitate two-way information exchange
- Primary goal is to obtain community input into and acceptance of our eventual preferred alternative.

### Implementation:

1. Citizens Advisory Committee (CAC)
2. Public Meetings
3. Introductory Newsletter
4. Project Mailing List
4. Media strategy
5. Displays

### **1. CAC**

The CAC is a valuable information source. We want to hear their ideas, concerns and how they see the issues from a users perspective. This is an advisory group and the Department is the final decision making authority. However, the CAC will have the opportunity to voice their opinions to the Department prior to any decision making.

The committee will have about 15-20 members. USKH will develop a list of potential members and seek DOT&PF approval. USKH and DOT&PF will together contact potential members and ask for their participation and give them information about the first meeting. The committee will meet five times.

Following is a schedule and listing of meeting objectives:

Wednesday, November 13, 2002 from 7:00 to 9:00 p.m.

CAC Meeting #1 – Introduce goals and objectives

Introduction of project staff and committee members

Background information on the project

Solicitation of information on key issues in the project area

Wednesday, January 8, 2003

CAC Meeting #2- Presentation of condition and needs assessment findings  
Discussion of draft preliminary purpose and need statement  
Conceptual alternatives brainstorming session  
Confirmation of details for next day's Public Meeting #1

Wednesday, March 12, 2003

CAC Meeting #3- Discussion of results from first public meeting  
Preliminary purpose and need statement revisited  
Presentation and discussion of alternatives

Wednesday May 14, 2003

CAC Meeting #4- Preliminary purpose and need statement revisited  
Presentation and discussion of short list of alternatives  
Confirmation of details for next day's Public Meeting #2

Wednesday July 9, 2003

CAC Meeting #5- Discussion of results from second public meeting  
Preliminary purpose and need statement revisited  
Presentation and discussion of summary of recommendations  
Draft implementation plan discussion

Refreshments will be provided at each meeting.

## **2. Public meetings**

The purpose of the public meetings is to:

- Provide timely and adequate opportunities for public participation;
- Exchange information with a wide variety of people in the community; and
- Give DOT&PF a chance to monitor community reactions to agency policy, proposals and progress.

The format for the public meetings will be flexible to allow interested parties a chance to attend the public meeting at a time that is convenient for them and in a format of their liking. The public meetings will start at 4:30 p.m. in the afternoon with an open house format. Staff starting at 6:00 p.m will give a half hour presentation. The meeting will again revert to an open house format until the closing time of 8:00 p.m.

Following is a public meeting schedule and a listing of meeting objectives:

Public Meeting #1- Introductions of project staff  
Presentation of project goals and objectives  
Solicitation of information on key issues in the project area  
Presentation of condition and needs assessment findings

Presentation of draft preliminary purpose and need statement  
Presentation of alternatives  
Solicitation of reactions to presentations

Public Meeting #2- Presentation of changes of preliminary purpose and need  
Presentation of short list and preferred alternative  
Discussion

All public meetings to be held on the Thursday evenings, after the CAC meetings preferably at the same location

### **3. Introductory Newsletter**

The purpose of the newsletter is to introduce the project, solicit public participation, and provide information about our project development process. It is intended to target a broad public beyond those who attend public meetings. It will present how to get involved in the project development process and contact the project development team.

The newsletter will be written in plain English. The newsletter format will be eye catching, interesting and fun. The newsletter will include project contacts, our web site address, and date, time and location of the first public meeting and an explanation on how to get put on our project mailing list. It may include project maps, photos, history, fast facts.

The newsletter will be sent to local government, resource agencies, the media, special interest groups and our mailing list. It will also be sent to the Mendenhall Station, the Auke Bay Station and Rural Routes 15, 19 and 20. Route 15 covers Glacier Highway and out the road. Route 19 covers Fritz Cove Road. Route 20 covers Back Loop Road.

### **4. Project Mailing List**

USKH has assembled a preliminary project mailing list. Individuals and groups on the list currently include:

- City and Borough of Juneau
- Central Council of Tlingit and Haida
- Local businesses
- Local residents
- Local schools
- Local churches
- Environmental groups
- Recreation groups
- Capital City Weekly
- Juneau Empire
- Radio stations
- Federal and State resource agencies
- Freight companies

Individuals and groups on the mailing list will be notified by postcard of upcoming public meetings one week prior to every meeting. Persons may be added or deleted from the list at any time with a request to USKH.

### **5. Media strategy**

The purpose of our media strategy is for DOT&PF take an active role in disseminating information and proactively form our message about our project. DOT&PF will invite reporters to be briefed before each public meeting. Reporters will be provided with in-depth background on our project, which will prepare them to analyze our approach and other project issues.

Public service announcements (PSA's) will be prepared for all radio stations to advertise the public meetings. Where possible, DOT&PF staff will record the PSA's in their own voices and personally invite the public to attend meetings.

Two weeks prior to the public meeting, advertisements will be published in the Juneau Empire Sunday and Wednesday editions. Sunday, two days prior, and the day before meeting an advertisement will be run on the local cable television information channel.

Flyers will be posted in public locations along the project corridor by USKH one week prior to the public meeting.

### **6. Displays**

Two sets of displays will be assembled for each public meeting. One set will be used for meetings and one set will be displayed in local public areas. The display set at the meetings will have a supply of sticky notes in order for meeting participants to stick comments on the displays. The traveling set of displays will be set up in the local shopping malls, the University of Alaska Southeast library, the Auke Bay Post Office or Auke Bay Elementary School. The traveling set of displays will have comment forms and contact information if people would like to mail us a comment or contact us personally.